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ABSTRACT

This paper provides a comprehensive overview of the "state of the art" of communication research in Asia. An analysis of the problems of communication research reveals that growth in the field is slow, due to such factors as lack of professionally trained researchers, absence of financial, human, and physical facilities to support research programs, and delayed recognition of the value of communication research, by public and private sectors and by the mass media themselves. Examination of three areas of research--media infrastructure studies, studies of communicators and receivers of messages, and developmental-type studies--indicates that too much emphasis has been placed on audience studies and that the developmental problem area has been neglected. Poor methodology, poorly written reports, and poor dissemination of findings compound the problems in studies conducted. It is suggested that priorities be reorganized to focus future research on interdisciplinary work of both national and multinational scopes. In addition, it is recommended that attention be directed toward developmental problems, so that research findings can be used in accelerating the urbanization and modernization of the Asian region. (KS)

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No. 6 Papers of the
East-West Communication Institute

AN OVERVIEW OF COMMUNICATION RESEARCH IN ASIA:

STATUS, PROBLEMS AND NEEDS

by

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A NOTE ON THE CONFERENCE

From the 12th through the 16th of February, 1973, 30 university researchers, program administrators, urban planners, and communication specialists from Asia and the United States met at the East-West Center to consider the relation of communication patterns to urbanization. The participants organized themselves into four work groups: (1) Communication characteristics of urban communities, (2) Urban-rural interactions involving media and non-media communication, (3) Information needs of urban communities, and (4) Research, policy, planning, and implementation. This paper is one of a number presented during the conference. Microfiche copies of the conference proceedings are available from the Institute.

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FOREWORD

Perhaps Dr. Feliciano's paper is the first comprehensive overview of the "state of the art" of communication research in Asia. She provides an excellent analysis of the problems of communication research, citing, among other difficulties, the slow growth of the field because of such factors as lack of professionally trained researchers, lack of financial, human and physical facilities to support research programs, and delayed recognition of the value of communication research to development by the public and private sectors and the mass media themselves.

Looking at three areas of research, (1) media infrastructure studies; (2) studies of communicators and receivers of message; and (3) developmental-type studies, she discovers that there has been too much emphasis on audience studies and a neglect of the developmental problem field. Poor methodology, poorly written reports and poor dissemination of findings appear to be some of the general weaknesses in most of the studies conducted in the region.

A re-ordering of priorities is suggested in this paper to focus future research on cross-disciplinary work of both national and multi-national scope and on developmental problems so that research findings can be utilized in accelerating the urbanization and modernization within the Asian Region.

--Florangel Z. Rosario
Coordinator, Conference on
Communication Research Needs:
Urbanization and Communication

AN OVERVIEW OF COMMUNICATION RESEARCH IN ASIA: STATUS, PROBLEMS AND NEEDS

INTRODUCTION

The cross-disciplinary nature of communication as an area of inquiry makes the field of communication research a haven of scholars in related disciplines where, as an eminent sage in the field put it, ". . . some are centrally interested in one part, some in another part."[1] Indeed, the journalist, the humanist, the behavioral scientist, the mathematician and investigators in other allied subject fields play a role in bringing the field into sharper focus. In the task of furthering understanding of the workings of person-to person, group, and mass communication, their roles are oftimes interrelated, interdependent, and even overlapping. In playing these roles, these scholars contribute to knowledge in their own fields as well as help to clarify the concept of communication. Thus it is that the pioneers in communication research have been in the fields of sociology, psychology, and political science.

It was in this Western context that the concept of communication research as an academic pursuit was introduced in some sectors of Asia in the late fifties and the early sixties.[2] Journalism professors, newly returned from advanced studies in the United States, began exposing their students to such phrases such as "media availability surveys," "readability studies," "content analyses," "readership and listenership research," "media effects studies," and so forth. The terms "communications media" and "mass media"--so strange sounding at the time--less than a decade later were to become bywords in these developing societies, gradually replacing such traditional phrases and terms as word-of-mouth, radio, talkies, or cinema.

It is not accurate to say, however, that no communication research had been done in the Region prior to the early sixties. Several decades before this period, small, non-systematic studies had been reported that would fall within the rubric of communication research--loosely defined and using Asian standards, that is. These studies included investigations into levels of literacy and inventories of newspapers and other periodicals and radio done as part of or as supplements to national censuses. They also included evaluative studies of informational materials used by agricultural extension workers in the field and of educational materials (later called audio-visuals) used in classrooms. During this period, too, departments of journalism in colleges and universities in some Southeast Asian countries had been doing "library" research on histories of the press and radio and had been including in these historical reports profiles of news reporters and editors. In addition, consumer studies were being undertaken by market research analysts in a few of these countries.[3]

Today, after more than 10 years of rapid growth of the media in several of these countries, especially in the urban areas, communication research has become a part of the activities of some schools of journalism/institutes of communication, information and public relations outfits, mass media agencies, and government press offices, in varying levels of development and use.

Although the communication research output in Southeast Asian countries has not, by any means, been adequate nor, by sophisticated standards, been significant, a beginning has been made. The more optimistic among Asian observers[4] and practitioners[5] have even described the present state of the art as one characterized by "progress"--no doubt using non-Western parameters in their assessment.

Against this backdrop, the status of communication research in Southeast Asia covering the period from the early sixties to the present can be discussed. What studies have been done and by whom? What methods and techniques have been used in these studies? What, in general, are the main features of communication research done so far?

On the basis of available reports and studies,[6] research in communication in the Region appears to have focused on three main areas: (1) media "infrastructure" studies--i.e., those dealing with the history and development of the media; (2) studies of communicators and receivers of messages;

and (3) developmental-type studies--i.e., those dealing with the communications aspects of the various components of development such as agriculture, health and family life (including family planning), education (including language), science and industry, national integration, government and public affairs, youth affairs, and others.

Media "Infrastructure" Studies

A hard look at the historical reports on the media in Southeast Asia reveals that these studies leave much to be desired in terms of such measures as comprehensiveness in the coverage of historical events related to media growth and development, accuracy of media statistics presented, and objectivity of reportage. At the regional seminar on "Communications Research in Developing Countries," held on December 16, 1968 to January 2, 1969,[7] it was observed that this state of affairs is due to several factors: (1) lack of historical data on the media, (2) lack of trained media "historians" to do the studies, and (3) the cumbersome nature of the historical method, which makes it unpopular vis-a-vis other methods such as the sample survey and the case approach.[8]

An analysis of the available studies, although by no means adequate, nevertheless points to the existence of several typologies. The first group consists of those purely descriptive investigations which do not go beyond mere recital of events in chronological order showing the growth and development of the media.[9] The media studied usually include newspapers and other periodicals, radio, television, cinema, and drama. In these studies, items such as circulation and distribution, local and international news coverage, entertainment, and advertising are included. Statistics sometimes reinforce the discussion of media circulation and distribution, but all too often these figures are inadequate and discrepant when compared with "official national statistics."

The second category is made up of those studies which deal with a specialized area in journalism or communication. These concern themselves with, say, economic reporting, government publishing, public relations, public affairs, audio-visual education, news agencies, broadcast industry, and the like.[10] They also include studies which underscore the role of the communications media in urbanization/modernization or an aspect of it such as the development of a national language. V.T. Arasu's "The Role of the Mass Media in the Modernization of Singapore" and Kapto Sunoto's

"The Role of the Mass Media in the Development of a Lingua Franca in Indonesia" are examples of studies which fall under this typology. In these studies, the writer-journalist makes an attempt to use the descriptive-analytical approach, taking into account the sociocultural milieu and the variables which either facilitate or impede the development process.

The third classification of studies traces media development by using a combination of the mechanical, social, and organizational points of view. By using methods other than the historical approach, these studies trace the early rudimentary forms to their complicated patterns of today in a more comprehensive manner. Examples of studies of this type are Alan Liu's The Press and Journals of Communist China," R.D. Parikh's The Press and Society: A Sociological Study, and J.L. Castro's "History of the Philippine Press."[11]

The fourth group includes sophisticated studies which use both qualitative and quantitative techniques of analysis. Koh Myung-shih's "Development of the Korean Press," for example, attempts to use a theoretical framework adopting Western models such as those of Pye and Fagen in order to show a correlation between media development and economic and political development.[12] Another example is Hamid Mowlanda's "Cross-national comparison of economic journalism: a study of mass media and economic development." In the latter study, the author attempted to assess the state of economic journalism in India, Indonesia, Korea, Pakistan, the Philippines, Thailand, and South Vietnam in relation to economic development.[13]

It is apropos to say at this point that historical data on the media are important most especially in the developing societies because they provide the "infrastructure" or basis for understanding present problems and for undertaking more complex studies, such as those dealing with developmental and cross-cultural communication issues concomitant to urbanization. Moreover, the benchmark data that these studies provide are a must for assessing changes in the media in a scientific fashion.

Studies of Communicators and Audiences

Research on the communication process has focused on two elements, namely, the communicators and audiences or receivers of messages. Most of the available studies have been done at the village level. They have dealt with agricultural communication related to the spread of new farming

practices. The studies have been mainly descriptive, relying heavily on the sample survey approach and utilizing formal and informal interviews, mostly with individual farmers and opinion leaders.

Central to these studies is the personal communication network made up of the farmer, his wife, the opinion leaders, neighbors, relatives and friends, the extension workers, formal and informal groups, and various types of traditional/folk media.

The farmer has functioned as both source and receiver of agricultural and non-agricultural messages. Studies in Japan, India, Pakistan, Korea, Taiwan, and the Philippines have underscored his crucial role as information-seeker and information-giver vis-a-vis farming and related data. His wife, who has been found in some countries to be a primary source of news, as well as initiator, legitimizer and decision-maker in the introduction of change in the village, has not been as adequately studied.

Studies show that village opinion leaders are made up of the elective officials, the proprietors of land, the religious leaders, and the professionals. They have been pointed to by villagers as highly credible sources of information.

Research findings for India, Thailand, Malaysia, Korea, and the Philippines reveal that often, neighbors and friends are also relatives. The latter who live in scattered villages discharge reciprocal obligations and derive mutual benefits from their relationships, including exchange of information on their means of livelihood.[14]

In the Asian setting, where the mass media have not penetrated the villages to any appreciable extent with the exception of radio, extension workers play significant roles in modernizing the villages. Adoption of innovations has been attributed to them because of their "smooth interpersonal relations" with the village folk, their communication skills and their knowledgeability relative to new agricultural technology.

Small, informal groups which meet irregularly but frequently in focal points of the village are preferred to formal groups where the atmosphere is "stiff" and where there is stratification between officers and members.

Thus professionals consist mainly of school teachers, agriculturists not extension workers), physicians, and nurses affiliated with the public

health unit. They serve as prime sources of information because of their "outside contacts," their relatively greater exposure to the mass media, and their membership in professional organizations. Studies show their tendency to live outside the village, for status reasons, except where the place of work is very near the village. In the latter case, the economic issue takes precedence over the status factor.[15]

Studies of communicators at the urban level--such as writers, editors, broadcasters, movie producers, etc.--are very scarce in the Southeast Asian countries. The few studies available in the literature include informal surveys and case studies of successful media practitioners. They deal mostly with evaluation of the performance of news correspondents and advertising and public relations executives as well as assessments of the qualifications of newspaper writers and editors.[16] The paucity of investigations in this category can be attributed to the difficulty of obtaining data for these kinds of studies. It has been observed that Asian media men who "don't believe in research" and who have not had formal training in their area of specialization are rather sensitive about being the subjects of "investigation." Techniques used in these studies have been mainly informal interviews and document analysis, where office records exist.

The audience, the last element in the communication process and perhaps the important one for Southeast Asian countries for purposes of development strategy, is an area that has received most attention by communication researchers compared to the other elements. Studies in this field deal with target audiences as groups--their socioeconomic characteristics, their reactions to messages, their attitudes, their value orientations, their motivations, their preferences--as well as the effects that the messages have on them in terms of attitudes and behavior.

A perusal of the available studies in this area show that in the more advanced Asian countries, the focus has been on attitudes, motivations, and other facets of behavior as well as effects of the messages on these variables. On the other hand, emphasis on socioeconomic profiles and reactions of audiences including preferences has been noted in research done in the less-developed Asian countries.

These audience studies have utilized the sample survey and were conducted not as part of a communication study but as sections in benchmark surveys for development, e.g., land reform and other rural development

projects, statistical surveys of households for economic planning, advertising and marketing surveys and pre-election pools. Those not included in this category were conducted mostly on an exploratory level with limited area coverage, small samples, and non-rigorous research methods.[17]

Developmental-type Studies

For want of a better term, these researches are tentatively labeled developmental-type studies. They deal with the communications aspects of essential components of development. As earlier cited, they revolve around peace and order, agriculture, health and family life (including family planning), education (including language), science and industry, national integration, government and public affairs, youth affairs, and others.

Done mostly at the level of universities, the studies address themselves to the problem of communicating development via the mass media, particularly print media. They utilize a combination of methods--content analysis, readability formulae, recall and comprehension tests, the panel, document analysis (where office records exist), and informal interviews.

An analysis of the available studies in the literature show that the scope of a number of the studies is limited. An analysis of reports of a particular development component, say, agriculture, seldom go beyond a year's issues. The performance of the print medium under study is measured in terms of the conventional yardstick of adequacy, accuracy, and objectivity of coverage. Little or no attempt is given to an assessment of the development themes covered by the stories.[18]

There is an apparent lack of attention given in the study designs to the motivational and instructive aspects of the development messages. There is also an apparent neglect of stylistic factors which influence comprehension and recall of said messages and which are crucial to attitude and behavior change. Explanations behind the findings elicited through content analysis of reports are seldom given. Only a few isolated studies establish a linkage between their findings and editorial policy[19] and development policy as well.

With respect to the findings pertinent to the development process, the following appear to be noteworthy: (a) In general, the print media have been remiss in their function as vehicles of development. There is inadequate

reporting of development news relative to the subjects earlier referred to; and (b) It is not uncommon to find distortions in reportage and discrepancies in the statistical data presented in the newspaper reports.[20]

The distortions and discrepancies project a negative image of private and public efforts aimed at development. This is particularly true with regard to the more controversial subjects such as integration of national cultural minorities, peace and order, language and youth affairs.[21]

PROBLEMS

As partly gleaned from the preceding section of this paper, communication research in the Asian Region, 10 to 15 years after its introduction, can still be considered an innovation compared to related fields in social research.

Slow Growth of Subject Field

The field of study, which now has been legitimized in at least 59 countries of Asia,[22] has grown quite sluggishly, outpaced in some of the Asian countries by the communications industry of which it is a part. The reasons for its slow growth can be attributed to a number of interrelated factors. These factors are: (a) lack of professionally trained researchers in the field; (b) lack of resources and facilities--financial and physical--to support research programs; (c) weak support provided by allied social science disciplines; (d) low priority given to the development of media technology by some Asian governments, resulting in media's slow growth; (e) delayed recognition of the value of communication research to development by the public and private sectors and the mass media themselves, including the privately owned ones; (f) a general lack of awareness of the public toward what communication research can do for the collective welfare; and (g) the inability of communication research to make an impact at the national level sufficiently enough to merit the attention and support of the government and the general public.

Bias for Audience Studies

The researches have focused heavily on one element of the communication process: the receiver-audience --characteristics, preferences,

reactions to, attitudes toward, and use of media. The "effects" of the media on his attitudes and behavior as well as the "effectiveness" of the media to produce such effects have received little or no attention at all in some countries.

Neglect of Developmental Studies

Substantively, the problems tackled by communication researchers have, in general, leaned heavily on the academic side and have been done mostly to support administration, teaching and training programs, and research itself, with little direct relevance and usefulness to development except in the agricultural and commercial fields. The emphases have tended to follow the experience of the more developed countries where the pressing problems of rural development have inevitably taken a back seat. This has come about partly because of the lack of an Asian orientation on the part of a number of communication researchers and also because there has been little or no attempt on their part to confer with the policy-makers and practitioners before deciding on their priorities.[23]

Due to the dearth of resources previously cited, the inadequacy of the researcher, and limitations of time, the problems studied were usually based on a piece-meal rather than on a holistic approach. Hence, solutions offered have been short-run and often have given rise to more and new problems instead of solving those for which the studies were undertaken.

Poor Methodology

Using the standards of social research of the more developed societies, it may be stated that methodologically, communication research conducted in Asia suffers in comparison with that done in the developed countries. The practices described below tend to support this assessment.

(1) Samples are usually too limited and are obtained by using less than scientific procedures, and thus are unrepresentative. At the other extreme, complete enumeration is taken where a representative sample would have sufficed.

(2) Sophisticated Western research methods and techniques are often used without adaptations to suit them to Asian conditions.

(3) Imprecise quantitative measures are often employed. In analyzing research data, some researchers seldom go beyond mere enumeration and percentages and use these to make generalizations, to draw conclusions, or to suggest recommendations for quick action. Others make little or no attempt to pre-test research instruments which would help elicit more valid and reliable data.

(4) The approaches used are usually limited to a particular discipline instead of crossing into other disciplines. Analysis, for instance, of the state of press freedom in a country calls for a study not just of the media situation and media practices but also of the economic, social, and cultural factors which influence such freedom.

(5) Most studies are limited, too, by the use of a particular technique, say the micro approach using the case study method or the macro approach employing the sample survey. In the former, one is content with studying a few cases--persons, institutions, and communities--sacrificing representativeness; in the latter, the concern for representativeness often obscures the need for in-depth analysis.

(6) Data interpretation is often done by using two extremes: (a) complete reliance on statistical significance, overlooking or neglecting the sociocultural milieu within which the problem is circumscribed; and (b) overdependence on descriptive data and qualitative techniques of analysis which are largely subjective.

(7) Data interpretation techniques which help to elicit expected results are sometimes also resorted to. In extreme cases, statistical tables are made "to speak for themselves" in the manner and direction expected by the end-users of the study without benefit of interpretation.

(8) Often, studies are biased in favor of either one group or the other--the theoreticians or the action men.

Pure, academic research is often useless for policy and action programs; applied research without any theoretical base is often also not meaningful for and appreciated by academia.

Poor Dissemination of Findings

In the Asian setting, findings of research seldom get disseminated beyond the confines of the institution or agency which did the studies. This may be due to one or more of the following reasons: (a) distribution is not given the same attention as production (publication) due to lack of funds for the purpose; (b) the mail system is inefficient in some countries; (c) there is a general tendency among Asian scholars to work in isolation from their peers or colleagues; (d) the researchers can be indifferent or unwilling to share their findings, especially if the report is in a "preliminary" form, and (e) there is a lack of appreciation of the value of sharing--in terms of enriching reports and minimizing proliferation, thus cutting down on wastage of time, funds and effort.

Poorly Written Reports

In presenting the research findings, the style in which the reports have been written can stand improvement. The universal rule, communication students are taught, is to write the report for the intended readers, i.e., use a scientific style for scientists and a popular style for the general audience. In this age, however, even the most sophisticated readers welcome reports written in a simple, clear, and readable style which take less effort and less time to understand and appreciate.

Available research reports meant for the practitioners or for the action men are usually not written in a form they can readily use.[24] This is not merely a matter of clear, readable writing. Reports must be clear for their purpose--i.e., they must know what the findings mean in terms of what decisions they may have to make and what actions they may have to take.

* * * *

This critical assessment of problems in communication research in Asia by an Asian need not give the Asian reader the impression that communication research is in such a sorry state in his Region. Rather, he should

look upon the situation as normal, as one that is characteristic of any growing field of study (which communication research in Asia undoubtedly is). He should look upon this self-criticism as a mechanism for improving the situation and should contribute his share to making the area of study grow further and develop eventually into a discipline that will serve the ends of development in Asia.

NEEDS

On the basis of the status and problems of communication research in the Region as discussed in the preceding two sections of this paper, it appears that a shift in the nature and direction of research priorities is in order. There appears to be a need for studies that would make optimum use of scarce resources to obtain maximum benefits for the development effort. The need is also for research that would minimize the problems previously cited as well as fill in gaps and correct deficiencies relative to the goals of the individual countries and of the Region. The emphases might well be on cross-disciplinary studies which could be both national and multi-national in scope. Further, the studies could focus more on development to accelerate urbanization and modernization in the Asian Region.

Cross-disciplinary Studies

The rationale for cross-disciplinary studies in the Asian Region is based on a number of considerations, namely: (a) the need to pool scarce human, financial, and physical resources and facilities to yield optimum research benefits at minimum cost; (b) the complexity of problems of urbanization and modernization, which necessitates using talents from various sectors and requires in-depth analysis of a host of variables impinging on the problems; (c) the need for an effective venue, cutting across several disciplines, to train young people in the theory and practice of communication research; (d) the necessity for obtaining emperical data for use in teaching, research, policy-formulation, and the planning and implementation of programs at the urban and rural levels; and (e) the need to establish close working relationships among collaborating agencies in the public and private sectors to make the research findings acceptable to a greater number of publics in the society.

These considerations are based, in turn, on experience gained from participation in two completed researches in the Region. The first of these

studies, conducted over a six-year period, sought to analyze in depth, sociological, psychological, cultural, political, and economic factors affecting urbanization and modernization in four sub-communities of Greater Manila.[25] A research team composed of a sociologist, psychologist, historian, anthropologist and a communication researcher gathered data on the following: (a) adjustment of rural migrants to urban life; (b) urban marriage patterns; (c) community organization, including demographic and ecological characteristics; (d) social stratification and ethnic relations; (e) kinship patterns; (f) cultural formation and acculturation and their effects on personality; (g) values, attitudes, and aspirations; (h) patterns of interaction and influence; (i) media, political, and consumer behavior, and others that have implications for urban planning and social change.[26] Analysis sought to establish if and how these variables affected one another. To cite an example, is rural adjustment to urban life facilitated or impeded by the presence of personal communication channels such as relatives and friends? What role do mass media play in the adjustment of rural migrants to city life?

The second study was both cross-disciplinary and multi-national. It explored communication and related variables influencing husband-wife communication and the practice of family planning in Iran, India, the Philippines, and Singapore. Collaborating in the study were a sociologist, a demographer, a health educator, and a communication specialist.[27] The good personal relationships among the researchers and between them and the sponsoring agency enabled the teams in the two studies to see the projects to their conclusion in spite of problems such as conflicting interests of the various collaborating disciplines, conflicting schedules which resulted in poor attendance in meetings, red tape in the procurement of facilities, difficulty in recruiting trained staff and a multitude of field problems.[28]

Nation-wide Studies

Findings of simple surveys of media audiences in some Asian countries from the late fifties to the late sixties show a marked variance among audiences in various parts of these countries. This variance was manifested in their language patterns, income and educational levels, food habits, media ownership, use and preferences, value orientations, attitudes toward self, family, and community and so forth. It was also observed within and between villages, towns, and cities.[29]

These findings point to a need for conducting audience surveys which are national in scope. Such investigations will bring out the variations among the different sectors of the populace in the various countries studied. The information would be useful as base data in planning for development, in conducting information campaigns utilizing local strategies to meet the varying needs, interests, and expectations of different ethnic groups in the individual countries.

Multi-national Studies

Cross-disciplinary studies can be done at the multi-national level, i.e., between countries within a region or continent or between regions or continents. There is need for these studies to utilize common research designs with adaptations to suit variabilities among the collaborating countries.[30]

On the basis of experience, this writer suggests that the following criteria be applied in the choice of participating countries. (a) The country should have a strong commitment to communication research; (b) It must have the necessary resources and facilities for the study; and (c) It should be prepared to make adjustments in policy to meet the objectives of the study and bring the project to a successful conclusion.

It is further suggested that research methods which have been tested for validity, reliability, and applicability to the participating countries be used. This will facilitate the writing up of the results on a cross-country basis.

Methodological Studies

Previous research has underscored the limited applicability of some Western research methods and techniques in the Asian setting.[31] These methods and techniques run the gamut from sampling, to designing of questionaires, constructing attitude scales, establishing concepts and operational definitions, and formulating measures for analysis of data to criteria for interpreting data.

There is need for studies which will aim at the following: (a) Development of innovative research methods and techniques suited to Asian needs and conditions; (b) Discovery of the extent of applicability of Western research methods and techniques in various countries of the Region; and (c) Determination, on the basis of the findings of these studies, of the adaptations

needed to make these methods and techniques suitable for use in the countries of the Region.

Development-oriented Studies

The developing state of the Southeast Asian Region makes it imperative that all the foregoing suggested areas of study address themselves to the problems and needs of development. Development needs vary in different countries of the Region. In some of them the greater need is for rural development, whereas in others it is for urbanization. In still other countries of the Region, the need is equally great for both. Whichever the case, the individual country or countries should be given the option to choose which sectors deserve priority. The important thing is for communication research to be fully harnessed to serve the ends of development.

NOTES

1. Wilbur Schramm, "The Challenge of Communication Research" in Ralph O. Nafziger and Ralph K. White (eds.) Introduction to Mass Communication Research, Baton Rouge: Louisiana University Press, 1958, pp. 3-28.

2. Herminia M. Alfonso (ed.), Selected Papers in Communication Research for Developing Countries, Institute of Mass Communication, University of the Philippines, Diliman, Quezon City, Philippines, 1968-1969.

3. Based on reports of Asian delegates to the "International Seminar on Communication Research in Developing Countries" held at the Institute of Mass Communication, University of the Philippines, Quezon City, on December 16, 1968 to January 2, 1969 with the cooperation and support of UNESCO.

4. Frederick T. C. Yu, "Communications Research in Asia: Problems and Prospects," Transcription based on an oral summary of the session on the above topic delivered at the 1968-1969 seminar previously cited (mimeographed).

5. A. V. Shanmugam, "Communication Research in Asia," in Herminia M. Alfonso (ed.), Philippine Journal of Communications Studies, Institute of Mass Communication, University of the Philippines, Diliman, Quezon City, Vol. 1, No. 1, September 1971, pp. 97-106.

6. These are contained in the mimeographed proceedings of three regional seminars on communication and development, communication research, and community development, respectively held at the Institute of Mass Communication, University of the Philippines, with the cooperation and support of UNESCO, from 1967 to 1970 wherein 45 Asian scholars participated.

7. See footnote 3.

8. See the writer's Introductory Manual of Communication Research for Developing Societies (Co-authored with A. V. Shanmugam and K. Goto) in pre-publication form, available at the Institute of Mass Communication Library.

9. These studies are part of the proceedings of the three regional seminars referred to earlier. Some examples are: "The Status and the Problems of the Mass Media in Afghanistan" by Abdul Aziz Danishyar, "The Communications Media in Taiwan" by Pao-ying Tsui, "The Malaysian Press" by Ong Kim Hoe, "The Mass Media in Thailand" by Panditkul, "The Mass Media in Korea" by Kim Kwang Sik and others.

10. Examples are: "Government Publishing in India as a Medium of Mass Communication" by P. N. Malhan; "Public Relations in the Republic of China" by Pao-ying Tsui; "Audio-Visual Education in the Republic of China" by David Liu; and others. These reports are part of the proceedings of the regional seminar on "Communications Research in Developing Countries" previously cited.

11. Cf. Alan P. L. Liu, The Press and Journals in Communist China (Massachusetts: Center for International Studies, Massachusetts Institute of Technology, June 1966); R. D. Parikh, The Press and Society: A Sociological Study, Bombay: Popular Prakashan, 1965; Jose Luna Castro, "Press" in Gloria D. Feliciano and Crispulo J. Icban (eds.), Philippines Mass Media in Perspective, Capitol Publishing House, Quezon City, 1968.

12. Cf. Koh Myung-shik, "Development of the Korean Press," in Lee Hi-chang (ed.), Korea Journal, Vol. 8, No. 1, January 1968, pp. 5-9.

13. Cf. Hamid Mowlanda, "Cross-national Comparison of Economic Journalism: A Study of Mass Media and Economic Development," Gazette, 13:4, 1967, pp. 363-378.

14. Ah Mad Idris and Ibrahim Bin Nohd Noor, "Action, Involvement, Development and Approaches of Communication in Malaysia," a paper prepared for the Asian and Far East Academic Communication Seminar, East-West Communication Institute, Hawaii, June 12-July 22, 1972: John L. Mitchell and John Hyun Kim,

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15. Gloria D. Feliciano, The Farm and Home Development Project: An Evaluation, Study Series No. 20, Community Development Research Council, University of the Philippines, 1968; and Gloria D. Feliciano, "The Human Variable in Farm Practice Adoption: Philippine Setting," paper read at the monthly meeting of the Philippine Sociological Society, Ateneo de Manila University, Philippines, February 16, 1964.

16. Hamid Mowlanda, "Cross-national Comparison of Economic Journalism: A Study of Mass Media and Economic Development, Gazette, 13:4, 1967, pp. 363-78; UNESCO. Radio and Television in the Service of Education and Development in Asia, New York: Unesco Publications Center, 1967; UNESCO World Survey on the Development of Mass Media, Meeting on the Development of the Information Media in South and East Asia, Bangkok, January 18-29, 1960; and UNESCO Reports and Papers on Mass Communication, No. 45, 1965.

17. Based on Chapter IV of the writer's unpublished manuscript on "Communication Research and Development in Southeast Asia," written at the East-West Communication Institute, Honolulu, Hawaii, March 16-June 19, 1972.

18. A detailed discussion based on a review of agricultural research reports in selected Asian newspapers appears in Chapter VI of the manuscript on "Communication Research and Development in Southeast Asia," cited in the preceding footnote.

19. Francisco L. Llaguno, "Family Planning Communication: The Daily Newspaper," in IMC-UNESCO Project on Research, Development and Training in Family Planning Communications, First Progress Report, Institute of Mass Communication, University of the Philippines, Diliman, Quezon City, Philippines, January-February 1972.

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20. Gelia T. Castillo, Technology and Social Change: The Case of Miracle Rice, Solidarity, Vol. 3, No. 12, December 1968, pp. 37-47.

21. See Chapter VII of the writer's unpublished manuscript on "Communication Research and Development in Southeast Asia" cited earlier.

22. Schools of Journalism and Communications Research (Paris: UNESCO, 1970).

23. Gelia D. Castillo, "Toward Harnessing Science and Technology for Agricultural Productivity and Community Development," in Paulina F. Bautista (ed.), Communications Strategies in Community Development, Proceedings of the Third International Seminar, December 7-9, 1970, Institute of Mass Communication, University of the Philippines, Quezon City, Philippines.

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26. Ibid, p. 2.

27. Gloria D. Feliciano, "A Proposal for Comparative Study on Communication and Related Factors Affecting Husband-Wife Communication and the Practice of Family Planning in Iran, India, the Philippines and Singapore," Population Division, ECAFE, Bangkok, November 1971.

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29. Gloria D. Feliciano, The Farm and Home Development Project: An Evaluation, Study Series No. 20, Community Development Research Council, University of the Philippines, Quezon City, Philippines, 1968.

30. Gloria D. Feliciano, "Target Audiences for Family Planning Programmes--a preliminary review of studies," Secretariat Background Paper No. 2, UNESCO Meeting of Experts on Research in Family Planning Communication, Davao City, Philippines, October 24-28, 1972.

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